



AD111

اَوْنُوْرْسِيَّتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



**PROPOSAL
BUSINESS PLAN
(ART'S CAFE)
ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP**

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CONTENT

SUBMISSION OF BUSINESS PLAN PROPOSAL

ACKNOWLEDGEMENT

INTRODUCTION:

INTRODUCTION TO THE INDUSTRY

- FACTORS IN SELECTING THE PROPOSED BUSINESS
- FUTURE PROSPECTS OF THE BUSINESS
- PURPOSES
- COMPANY BACKGROUND
- OWNERS OR PARTNERS BACKGROUND
- PARTNERSHIP AGREEMENT
- LOCATION OF BUSINESS
- BUILDING, STRUCTURE, TYPE, CONDITION, SIZE AND COST

MARKETING PLAN

- INTRODUCTION MARKETING PLAN
- MARKETING OBJECTIVE
- SERVICE DESCRIPTION
- TARGET MARKET
- MARKET SIZE
- COMPETITORS
- MARKET SHARE
- SALES FORECAST
- MARKETING STRATEGIES
- MARKETING BUDGET

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Sir,
Submission of Business Plan Proposal (ENT 300)

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT 300 subject.

2. This business plan was completed according to the guidelines and requirements given according to subject related. This business plan is build up to serve as a guide and prototype for a business proposed deal which covers the top management which is started with general manager followed by the administration, marketing, operation, and financial aspects.

3. We hope that this business plan that we proposed does fulfill your requirement. Any mistakes or lack in any area falls fully on us and we appreciate any comments or remarks on our project in order to help us improve it and ourselves as well.

4. Thank you for your guidance and time to go through our business plan and analyzing it. With all our efforts we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

Yours sincerely,

(NUR FATIN RAHIMAH BINTI RUSLEE)
General Manager,
ART'S CAFE.

ACKNOWLEDGEMENT

BISMILLAHHIRRAHMANNIRRAHIM

First of all, Alhamdulillah, praise to Allah SWT for giving us opportunity to finally complete our business proposal for ENT 300 subject. We, the group partner are accepting this as a challenge to ourselves because it shows our passion and ability in doing so. For the prospect of business, this project plan of business is hopefully can be as one way for us, to practice our ability and interest in other different way, to be a guideline to encourage our effort for becoming an educative and succeed business people.

Secondly, we would like to thank to our beloved lecturers, En. Johari Bin Abdullah for giving us moral support and being so helpful in completing this business proposal and being so pleasant towards us.

Thirdly, we would like to thank to our parents for being very supportive in vary way. We also would like to thank our classmate from AD 111 for being cooperated and honestly giving and sharing ideas among classmates which lead us to a better friendship and become an excellent class among all. Not to forget, thanks to our roommates for being very helpful, kind and, supportive whenever we feel down.

Last but not least, we would like to thank to our group partner which are Hirdayah Binti Shamsul Bahrim, Nur Ulfah Binti Mohd Yussof, Nurain Nadhirah Binti Jamalludin for being so tough and tolerant until we could overcome every hurdles that coming towards us in any way. Thank you.

INTRODUCTION TO THE INDUSTRY

Many people now days like to take some beverages as a daily intake. Nowadays, there are many cafe that are attractive people to buy and eat but mostly the café are not convenience and suitable place for people to hangout while doing they work or assignment. Thus, we want to introduce our café name Art's Cafe to fulfill the request from publics especially for who love coffee , dessert and art.

At present, there are many cafe that provide place for people to hangout, such as Starbuck, Big Apple and so on. Therefore, we want to introduce our café in different concept and we want to beat other café and at the same time provide better place for target audience so that their can spend they free time and while enjoying our dessert , beverages and art.

FACTORS IN SELECTING THE PROPOSED BUSINESS

(the oppportunity)

We decided to run this business because it can marketable and profitable in Kuching. Majority many people now days like to take some beverages as a daily intake. This business also can attract tourists who were in the area. Other than we providing beverages , we also show and sell some beautiful artwork.

FUTURE PROSPECTS OF THE BUSINESS

In the future, we can improve our business to gain more costumer expand troughout Waterfront Kuching with reviving the art world. We believe that there are still significant appportunity expand our business